DOCUMENT RESUME

ED 359 968 IR 054 599

TITLE	The Genteel Rabble-Rouser, or a Handbook of Local Self-Help for the School Media Specialist.
INSTITUTION	Rhode Island Educational Media Association.
PUB DATE	Dec 92
NOTE	21p.
PUB TYPE	Guides - Non-Classroom Use (055) -- Reference Materials - Directories/Catalogs (132)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Elementary Secondary Education; Financial Aid Applicants; Financial Support; *Grants; Grantsmanship; Guidelines; Higher Education; *Librarians; Library Role; Library Services; *Media Specialists; Professional Associations; Public Agencies; *Resource Materials; *School Libraries; School Personnel; Users (Information)
IDENTIFIERS	*Rhode Island

ABSTRACT

Helpful hints are provided to keep the library media specialist visible, expand resources, identify constituencies and resources, and keep the library from being taken for granted. Library media specialists must recognize that they are faced with a kaleidoscope of constituencies, beyond students and teachers, in local businesses, parents, school officials, and other libraries. Similarly, they deal with a kaleidoscope of roles in relation to each of the constituencies. Practical tips are given for the communication that keeps the library from being taken for granted. A resource list of governmental agencies; graduate study programs; grant agencies; state, regional, and national professional organizations; and advocacy groups is provided. Ten golden rules for obtaining grants are listed. (SLD)

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The Genteel Rabble-Rouser, or A HANDBOOK OF LOCAL SELF-HELP FOR THE SCHOOL MEDIA SPECIALIST

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Carol Anderheggen

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

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The Genteel Rabble-Rouser, or A HANDBOOK OF LOCAL SELF-HELP FOR THE SCHOOL LIBRARY MEDIA SPECIALIST

FOREWORD

The Rhode Island Educational Media Association **(RIEMA)**, in recognition of the needs unique to school library media specialists who provide countless sources of information to their users, has prepared this "working document" to assist its members in their mission to keep school media specialists and school media centers in the forefront of the educational community.

Access to information sources for the school library media specialist expands beyond the media center to include professional associations on the national, state and local level. Memberships in these professional organizations provide up-to-date developments and trends that you, the local school library media specialist, can implement within your own buildings. Organizations specific to your needs include:

American Library Association (ALA)
American Association of School Librarians (AASL)
Association for Educational Communications and Technology (AECT)
New England Educational Media Association (NEEMA)
New England Library Association (NELA)
Rhode Island Educational Media Association (RIEMA)
Rhode Island Library Association (RILA)
Coalition of Library Advocates (COLA)
American Federation of Teachers (AFT)
National Education Association (NEA)
International Reading Association (IRA)

Your role in the educational process is essential to all learning. Your patrons, students, faculty, administration and staff, depend upon you to provide access as well as guidance to the information they need. Library media specialists can no longer have all sources within their own media centers. Through the use of technology and communication with other media specialists and media centers, you can access the needed information on the local and national level.

There is one important document you must own and use--**INFORMATION POWER**.

This document, published in 1988 by ALA and AECT, sets forth guidelines for school media centers and provides a conceptual framework for continued development of school media centers throughout the rest of the 1990s. Topics covered include the media center mission, program, roles and responsibilities, planning, personnel, resources and equipment. Especially valuable are the guidelines and survey data of media centers nationwide.

We hope our document will bring out the "genteel rabble rouser" in you on behalf of your media center and your profession. It is designed to provide you with helpful hints to keep yourself visible, to expand your resources, to identify your constituencies and your roles, and to keep you and your library media program from being taken for granted. RIEMA wants you to have the "empowerment tools" at hand as we face the challenge of keeping school media centers on the cutting edge of education.

RIEMA, Legislative Committee, Sub-committee on local self-help:

Carol Anderheggen, Chair
Donna Good
Diane Lafrenaye
Rob Rioux
Kathy Walsh

A KALEIDOSCOPE OF CONSTITUENCIES

As a school media specialist you might think that students and teachers are your only constituencies. Think again! Those who influence you and those you can influence with your message have a surprising breadth. Bearing in mind that your students and teachers are your immediate concerns, some of you are:

ADMINISTRATION:
From your school building administrators to your superintendent, the people in these positions need to know and understand the media center's mission. This means steady personal contact when possible, distribution of materials of interest to individuals, distribution of your official "flyers", invitations to events happening in your library, invitations to RIEMA conferences, annual reports on the program, etc.

SCHOOL COMMITTEE:
Seek what opportunities are provided by your local school committee to communication with them about the media center program. Annual reports, delegations or presentations, letters and invitations to events are some of the ways to involve the school committee in your activities.

LOCAL BUSINESS:
Local business can sometimes be a source of money but remember support can also come in the way of supplies, used items being discarded or display space. Show your local business person how a strong school media program can be of benefit to his or her business and to the town.

PUBLIC LIBRARIES:
Increasingly, we in school and public libraries have to show the taxpayers how we share, not snare, their tax dollar! Networking, resource-sharing, inter-library loan, cooperative programming, establishing routine communications are some of the ways in which we can deliver services in a unified way to students and adults.

PARENTS:
Let the parents of your students know about the school media center. Does your school have a parent newsletter? If so, ask for a little space each time to highlight the media center and its programs. Does your school have an open house night? If so, be there! Make a colorful flyer to hand out. Is one of your students sick or hospitalized? Call the parent and offer some books for the duration . Positive contact with parents will go a long way toward boosting your self-esteem and the media center's image among parents.

TEACHERS:
One of the biggest mistakes we can make as school media specialists is to assume that our teaching staff knows and understands the school media center's mission, especially in a school with flexible scheduling. Develop and communicate clear media center use policies, make yourself available and highly visible to teachers, participate in building committees, get involved with staff development activities, keep yourself informed of the curriculum, and, remember, YOU are the media center too. Classroom teachers are busy people. Do all you can to give them as hand by distributing articles and reviews of interest, assisting in mutual lesson planning, making suggestions of ways to reinforce use of the media center, and teaching the skills portion of their unit. There are countless ways to assist them and make yourself indispensable to them. Keep yourself visible and available. AND, don't hesitate to call for help when you need support against cutbacks!

STUDENT TEACHERS:
This constituency is often forgotten. This is unfortunate because touching base with this group goes a long way toward building an informed teacher user group. Be ready when they enter the building with a welcome memo, a coffee hour, an orientation. Many younger student teachers have had positive school library experiences; keep it going by helping them out also.

VOLUNTEERS/STUDENT LIBRARY AIDES:
Does your school have a PTO or a formal school volunteer program? Is your administration looking to place student interns? Parents, students and senior citizens can be successfully trained to assist with a variety of tasks, such as: circulation, shelving books and AV materials, processing materials, typing, repairing books, inputting data on computer, performing inventory, laminating, and assisting with book fairs. The responsibility for designing programs which include specific roles and duties for the non-professional volunteer must rest with the professional media specialist. A well-designed program will produce motivated and satisfied volunteers who can become effective advocates for your program.

Suggested reading: McHenry, Cheryl. "Library Volunteers: Recruiting, Motivating, Keeping Them." School Library Journal 35 (May 1988): 44-47

PUBLIC AGENCIES:
In every town there are community and governmental agencies that are involved in the lives of students and their families. Sources of information on these agencies are the local town hall, the public library and the agencies themselves. While there may no direct connection to be made, you should know which ones exist and what they do.

OTHER LIBRARIANS IN YOUR DISTRICT:
John Donne said it all when he said "no man is an island!" Most school media specialists work either alone or with an aide. Those who work in a school district which encourages and allows meetings on "company time" are the lucky ones.

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Regular meetings with other media specialists are essential to building a coalition and presenting a united front on important issues. The sense of support and collegiality which comes from communication on a regular basis is a very important component to doing a good job. If your system does not provide some minimal time to get together as a group consider holding meetings on your own time. No matter how you meet (or don't meet), keep each other informed on issues affecting school media centers. Communication is ESSENTIAL on the issue of censorship. Do not try to go it alone when material is under question!

A KALEIDOSCOPE OF ROLES

As a school media specialist you will serve as an individual in a building, as a teacher and librarian in a building, as a member of a larger teacher community and a member of a larger librarian community. You will be looked at variously as the information specialist, the A-V repair specialist, the "bookie", the scheduler of VCR's, the teacher of library skills, and the answer person.

In all of these roles, the school media specialist needs to keep in mind the mission of the media center as defined within the building and within the school district. Obviously, if this has not been done then one of the first steps is to form a library planning team--a teacher, an administrator, a candlestick maker--and do a needs assessment, a vision and a mission statement, and then the dreaded goals and objectives.

Many people will see YOU as the library. Be service oriented--keep your complaints to a few close friends. The teachers room is not the place to commiserate about "these teachers." Keep your library organized, up-to-date--a pleasant place to be, a place people enjoy visiting. Your attitude toward your various roles will determine much of the atmosphere of your library and your effectiveness in the roles you assume.

As a teacher, participate on committees, attend evening functions, go to workshops on non-library topics, go to workshops on library topics. Attend your school's social functions and get to know your faculty in a different light. As a librarian participate on committees, attend evening functions, and go to workshops. Keep your ear close to the ground. Listen and join in on conversations about educational matters, the state of world affairs!

PARTICIPATE! and...**COMMUNICATE, COMMUNICATE!** This cannot be stressed enough. You are the library media specialist. As the only one in the building it falls on your shoulders to let the right parties know the facts: budget, use of library, library needs, goals and objectives of the library, perceived needs of teachers, curriculum. Personal contact is as essential as written communication. Do not assume that teachers and administrators can read your mind. Many good people (including school personnel) take libraries for granted and assume they will always be there; however, we know that support is not always what it should be whether as a result of default, ignorance or (unhappily) willfulness.

ABOVE ALL BE VISIBLE

Attend building meetings, department meetings, grade level meetings. Represent your building at systemwide meetings. Make a schedule of media specialists who will be present at each school committee meeting. Have a spokesperson when appropriate at school committee meetings. Attend PTO meetings. Share your handouts with everyone--teachers, parents, administrators.

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DON'T TAKE YOURSELF FOR GRANTED AND DON'T LET ANYONE ELSE TAKE YOU FOR GRANTED!!

WHAT ARE SOME OF THE VEHICLES OF COMMUNICATION YOU CAN USE?

1. Newsletters, your own and others
2. Bulletin boards
3. Displays inside and outside of the library
4. Telephone
5. Personal contact
6. Memos
7. Brochures
8. Reports: semi-annual and annual
9. Professional day reports
10. Committee members, building based and district wide
11. E-mail
12. Regular mail
13. Fax machine
14. Professional organization membership and participation

PRACTICAL TIPS FOR COMMUNICATION

1. Keep a list of teacher schedules so you can find them on their unassigned periods
2. Keep a school calendar so you know what's happening. Include library activities on the calendar.
3. Keep a school schedule posted in the library
4. Make a bulletin board available for groups
5. Clip and file items for a weekly newsletter
6. Know people's names--especially the secretaries, custodians and aides!
7. Have coffee or tea every once in a while in the teacher's room
8. Join the sunshine club, contribute to group presents, be a part of things
9. Ask to be included on faculty meeting agendas when necessary

GOVERNMENTAL AGENCIES

LIBRARY BOARD OF RHODE ISLAND
Victoria Lederberg, Chairperson
300 Richmond Street
Providence, RI 02903-4222

Services: Establishes plans and policies at the Department of State Library Services as directed by public law. Board members are appointed by the governor to represent various elements of Rhode Island's library community as well as the general public.

RHODE ISLAND DEPARTMENT OF EDUCATION
22 Hayes Street
Providence, RI 02903

Services: Certification, grants, standards, etc.

RHODE ISLAND DEPARTMENT OF STATE LIBRARY SERVICES
300 Richmond Street
Providence, RI 02903
Voice/TDD 277-2726
800-662-5141
FAX# 401-831-1131
Internet address +DSL.RHILINET.GOV

Services: Administers the Library of Rhode Island. Responsible for statewide development of library services as well as coordination of interlibrary loan and statewide source sharing. Provides grants, consultant services and support to libraries including public libraries, libraries in state institutions, academic libraries, special and school libraries. Responsible for RHILINET. Provides library services and materials to blind and physically handicapped residents of the state. Operates as media center and professional library for librarians statewide.

Director: Barbara Weaver

Deputy Director: Dorothy Frechette

Planning and Development: Howard Boksenbaum

Regional Library for the Blind and Physically Handicapped/Outreach Services: Beth Perry

Institutional Library Services: Ann Piascik

Reference and Information Services: Frank Iacono

Media: Joseph McGovern

Adult Services: (Includes YART, Young Adult Round Table): Margaret Shea

Youth Services: Melody Lloyd Allen

RHILINET (ILL Clearinghouse): Kelly Lima, Alicia Waters

RHILINET (Network team): Andy Egan, Sheila Carlson, Dorothy Frechette, Howard Boksenbaum, Jeffrey Vale. Services delivered include QUAHOG, delivery system statewide, SharePac, dataconversion grants, RHILINET GAC, Internet.

WSBE-TV CHANNEL 36
50 Park Lane
Providence, RI 02907-3636

Services: Educational Programming, Learning Link, teaching materials, public service announcements.

Director of Educational Services: Leroy Czaskos

GRADUATE STUDY

BRIDGEWATER STATE COLLEGE
Bridgewater, MA 02325

RHODE ISLAND COLLEGE
600 Mount Pleasant Avenue
Providence, RI 02908

Programs: M. Ed, CAGS, M.I.T.
Contact person: Dr. James Davis

SIMMONS COLLEGE
300 The Fenway
Boston, MA 02115

Programs: MLS, Doctor of Arts

UNIVERSITY OF RHODE ISLAND
Graduate School of Library and Information Studies (GSLIS)
Kingston, RI 02881-0809
792-2947

Programs: MLIS
Contact person: Jonathan Tryon, Acting Director 1992-93

GRANT AGENCIES

THE CHAMPLIN FOUNDATIONS
410 South Main Street
Providence, RI 02902
421-3719
Contact person: David King

RHODE ISLAND ARTS COUNCIL
95 Cedar Street
Providence, RI 02903
277-3880, TDD/Voice 277-3880
(Arts in Education, 277-6994)

RHODE ISLAND COMMITTEE FOR THE HUMANITIES (RICH)
60 Ship Street
Providence, RI 02903
273-2250

Services: Independent program awarding grants to non-profit organizations in Rhode Island. Projects such as lectures, panel discussions, film series, dramatic presentations, exhibits, film productions and TV and radio programming.

Executive Director: Thomas H. Roberts

THE RHODE ISLAND FOUNDATION
70 Elm Street
Providence, RI 02903
274-4564

Services: Disburses grants for the promotion of educational and charitable activities to improve living conditions and the moral/mental/physical well-being of Rhode Island residents.
Executive Director: Douglas Jansson

PROFESSIONAL ORGANIZATIONS IN RHODE ISLAND

AMERICAN FEDERATION OF TEACHERS (AFT)
209 Cottage Street
Pawtucket, RI 02860
722-8690

INTERNATIONAL READING ASSOCIATION (IRA)
Rhode Island State Council of IRA
36 Carriage Drive
Lincoln, RI 02865

NATIONAL EDUCATION ASSOCIATION OF RHODE ISLAND (NEARI)
9 Bald Hill Road
Cranston, RI 02920

RHODE ISLAND EDUCATIONAL MEDIA ASSOCIATION (RIEMA)
PO Box 762
Portsmouth, RI 02871

RHODE ISLAND LIBRARY ASSOCIATION (RILA)
300 Richmond Street
Providence, RI 02903-4222

PROFESSIONAL ORGANIZATIONS--REGIONAL

ASSOCIATION FOR EDUCATIONAL AND COMMUNICATIONS TECHNOLOGY (AECT)
PO Box 3
Forestdale, RI 02824
769-6922

Contact: Region I Coordinator, Louis Leveillee

NEW ENGLAND LIBRARY ASSOCIATION (NELA)
Countryside Offices
707 Turnpike Street
N. Andover, MA 01845

Regional organization with a focus on public libraries; sponsors an annual fall conference

NEW ENGLAND EDUCATIONAL MEDIA ASSOCIATION (NEEMA)

11 Woodland Drive
Merrimack, NH 03054

Regional organization for school media specialists; sponsors a leadership conference and a joint conference with one of the New England states. A fall book examination day sponsored by Brodart is held in Worcester, MA. Quarterly newsletter.

Contact: Jean Kelly, Executive Secretary

PROFESSIONAL ORGANIZATIONS--NATIONAL

AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS (AASL)
50 East Huron Street
Chicago, IL 60611

ASSOCIATION FOR EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY (AECT)
1126 Sixteenth Street, NW
Washington, DC 20036
Telephone: (202) 347-7834
FAX (202) 347-7839

AMERICAN LIBRARY ASSOCIATION (ALA)
50 East Huron Street
Chicago, IL 60611
Telephone: 800-545-2433
FAX (312) 440-9374

ADVOCACY GROUPS

COALITION OF LIBRARY ADVOCATES (COLA)

C/O Department of State Library Services
300 Richmond Street
Providence, RI 02903

COLA is a statewide grass-roots coalition whose mission is to support libraries of all kinds. Its membership is composed of over 4,000 individuals, libraries, library organizations, and members of library friends' groups.

Contact: Rose Ellen A. Reynolds, Chair

RESOURCE CENTERS

RHODE ISLAND COLLEGE FILM AND VIDEO LIBRARY
600 Mt. Pleasant Avenue
Providence, RI 02908
456-8057

Services: Provides free educational films to K-12 community

THE EDUCATIONAL RESOURCE CENTER OF RHODE ISLAND
50 Rounds Avenue
Providence, RI 02903
941-4114

Services: Non-profit, organization specializing in sale of educational media, print and non-print

THE COLLABORATIVES

There are, as of this writing, five regional collaborative structures servicing the school districts in Rhode Island. The administrative offices vary according to the district; the focus of each collaborative is individual to that collaborative. Some are sharing bidding and purchasing procedures, some share in teacher education programs, and some are strong in the technology arena. Find out what yours does for your district! The regions are:

Northern Rhode Island Collaborative
Robert Guillette, Director

2352 Mendon Road
Cumberland, Rhode Island 02864
685-5790, 658-3077
FAX 658-4012

Southern Rhode Island Collaborative
William Grogan, Director
25 Fifth Avenue
Narragansett, Rhode Island 02882
782-6540
FAX 783-9345

East Bay Educational Collaborative
William Fiske, Director
PO Box 754
Portsmouth, Rhode Island 02871

Shipments: c/o Portsmouth Public Library
2658 East Main Road
Portsmouth, RI 02871
683-5151, 254-1110
FAX 683-6805; 253-6547

West Bay Collaborative
Jeff Broadcast, Director
10 Harris Avenue
West Warwick, RI 02893
822-0560

Urban Collaborative, Inc.
Thomas DiPippo
797 Westminster Street
Providence, RI 02903
456-9211, 456-9476

TEN GOLDEN RULES FOR GETTING GRANTS

1. **SEARCH**
   - search the literature for possible grants
   - ask the principal and administrators to pass on grant information
   - keep your eyes and ears open for possibilities
   - call the grant agency for information

2. **BE CREATIVE**
   - think of ways the funding source guidelines can be applied to your situation
   - let your imagination guide your thoughts

3. **BE SPECIFIC**
   - general or fuzzy ideas will never be funded
   - know what you need, how it fits the guidelines, and just how it will work when funded
   - know how much it will cost

4. **GET SUPPORT**
   - talk to your administrators to make sure they support your project
   - solicit written support letters or recommendations

5. **RESEARCH**
   - know the background and context for your request
   - know the specifics of what will make your project work (specifications, prices, etc.)

6. **BE CAREFUL**
   - review your information carefully
   - correct for errors, mistakes or lack of logic

7. **WRITE**
   - on a computer or word processor
   - clearly, concisely, professionally
   - don't overwrite, don't be vague, don't exaggerate

8. **REWRITE**
   - if permitted, don't hesitate to call the funding source to ask for assistance or more information
   - have someone else read your proposal and be open to suggestions, etc.

9. **WAIT**
   - this is the easiest part
   - this is the most difficult part

10. **SMILE** • <u>you've got your grant!</u>

A FINAL WORD FROM THE COMMITTEE

The information contained in this booklet is what we wish we'd known when we started out. Learning by experience is important, but why re-invent the wheel? We put this together over omelettes, cups of coffee and tea at the dearly departed L.L. Evan Restaurant. At its demise, we moved over to Good's High Hawk Restaurant. We shared experience coffee spills, mounds of food, and the competent red pen wielded by Donna Good. Kathy Walsh steered the Foreword through its gestation and infancy.

Carol Anderheggen looked through the Kaleidoscope and found our Roles and Constituencies with Diane Lafrenaye's assistance on Volunteers in Libraries; Bob Rioux endured the endless gathering of information on Agencies and Groups; finally, we put our heads together to produce a list of Practical Tips and Vehicles of Communication.

Special thanks to Linda Wood for her list of the 10 Golden Rules for Getting Grants.

December 1992